

## Terms of Reference (ToR)

### Videographer / Communication Service Provider

#### 1. Background

**Tatweer Baladna** is a Lebanese non-profit organization founded in 2017, committed to empowering youth and adults through quality education, innovation, and soft and tech skills. The organization integrates **STEAM learning, digital literacy, green skills, and climate change resilience** to prepare individuals for a rapidly evolving world. Its programs focus on hands-on, project-based learning that promotes creativity, problem-solving, and environmental responsibility. Tatweer Baladna's **employability and capacity-building programs** target both youth and adults, fostering **lifelong learning** and continuous upskilling. These programs emphasize job readiness, entrepreneurship, and essential soft skills such as leadership, communication, and emotional intelligence, while also developing competencies in digital tools, financial literacy, and sustainability practices.

Through its holistic approach, Tatweer Baladna equips individuals with the knowledge, mindset, and practical abilities to thrive in the digital and green economy by creating pathways toward meaningful employment and resilient, future-ready communities across Lebanon.

#### 2. Project Overview

***DigitalLife4All – An Adult & Lifelong Learning Initiative to Enhance the Digital Skills & Smart Competencies of Seniors, Older Adults, People with Disabilities & Persons in Vulnerable Social Groups in the Mediterranean Sea Basin***

Programme: **Interreg NEXT MED, co-funded by the European Union**

**Project Duration:** 30 months (August 2025 – January 2028)

**Lead Partner:** Regional Development Fund of East Macedonia & Thrace (Greece)

**Project Partners:** Mindspark+ (Greece), University of Cyprus (Cyprus), Tatweer Baladna (Lebanon), North American Private University (Tunisia), Al-Balqa Applied University (Jordan), Ege University (Türkiye)

**Reference Number:** A\_T\_3.1\_0121\_DigitalLife4ALL

**Total Budget :** 2,806,358.006 €

**EU Contribution :** 2,497,658.625 € (89%)

*DigitalLife4All* aims to promote **inclusive digital transformation** across the Mediterranean. It provides **digital and lifelong learning skills** through community-based **Digital Skills Hubs** and **DigiOnTheGo units**. The project empowers participants to confidently access and use digital tools, enhance employability, social participation, and resilience in the digital era.

### **Key Benefits and Impact:**

- Empowering seniors, women, and people with disabilities to join the digital world.
- Building confidence, skills, and lifelong learning opportunities for all.
- Connecting communities across the Mediterranean through inclusion and innovation.
- Boosting employability and participation in the digital economy.
- Inspiring change toward a more inclusive and connected society.

### **Target Groups:**

- Seniors and older adults learning to use technology.
- People with disabilities seeking digital access and inclusion.

- Women and youth from vulnerable or marginalized backgrounds.
- Local educators, trainers, and organizations driving digital empowerment.

### 3. Objective of the Assignment

The Videographer / Communication Service Provider will support Tatweer Baladna in documenting, producing, and disseminating impactful audiovisual content that illustrates the project's mission, progress, and success stories.

The main objectives are to:

- Communicate project achievements through engaging storytelling and professional-quality visuals.
- Document implementation activities, including trainings, workshops, and Transnational Meetings.
- Promote the visibility of Tatweer Baladna's role and the consortium's achievements.
- Ensure all materials adhere to **Interreg NEXT MED branding and visibility rules**.

**4. Scope of Work** The selected Videographer / Service Provider will be responsible for the following key tasks:

#### **4.1. Early Communication and Inception Phase (Months 4-6)**

- Produce an **Inception Video** (shooting around Ten footages, 50 seconds each targeting different audiences including seniors at restaurants or gathering public spaces and co-working Digital Hubs) highlighting the project's goals,

partnership composition, and launch activities for dissemination on social media and during presentations.

- Capture visuals and create **short social media reels** showcasing the participation of the management team in **Transnational Management Meetings and Workshops** (including Kick-off and coordination events).
- Provide edited clips with subtitles (Arabic and English) and proper Interreg branding.

#### ***4.2. Video Production and Field Documentation (Months 12–30)***

- Produce a **main narrative video (1 to 2 minutes)** illustrating project progress, Digital Hub setup, and impact stories from beneficiaries.
- Create **two short thematic videos (1 minutes each)** on:
  - Establishment of Digital Hubs and DigiOnTheGo units.
  - Training workshops and career days under Activity 6.2.1.
- Conduct interviews with beneficiaries, trainers, and project partners.
- Ensure accessibility through captioning and bilingual subtitles (English/Arabic).

#### ***4.3. Event Coverage and Media Support***

- Provide full media coverage and photography for key events organized by Tatweer Baladna, including:
  - Digital Hubs launch events (Months 10–12).
  - National and regional training workshops and awareness campaigns (Months 15–20).

## - Transnational Meeting in Lebanon (Months 25–28).

- Produce **short recap reels (20–40 seconds)** for social media publication after each event.
- Deliver edited clips optimized for multiple formats (Instagram, Facebook, LinkedIn, and YouTube).

### 4.4. Visual and Communication Assets

- Provide ready-to-use visual and audiovisual materials for online dissemination, newsletters, and reports.
- Support the Communication Manager in developing media content consistent with the project's identity and EU visibility standards.
- Maintain an archive of raw footage and photographs for future project use.

## 5. Deliverables and Indicative Timeline

Deliverable	Description	Timeline (Month)
<b>D1</b>	Inception Video for the Kick-off and photography (1.5–2 min)	Month 4–5
<b>D2</b>	Short reels on management participation in Transnational Meetings and photography coverage	Months 4–6, 15–18, 25–27
<b>D3</b>	Short teaser video (Digital Hub setup & beneficiary testimonials) and photography	Months 10–12

<b>D4</b>	Event video / photo coverage for workshops and awareness sessions	Months 12–20
<b>D5</b>	Short video on training and impact and photography	Months 16–20
<b>D6</b>	One full day Videography with 2 cameras and Photography coverage of the Transnational Meeting in Lebanon (support till late hours till end of dinner)	Months 25–27
<b>D7</b>	Final narrative video summarizing project results	Months 27–30
<b>D8</b> <b>D9</b>	Delivery of all final video materials, photos, and raw footage archive Remote video editing support for up to 5 reels / short videos up to 1.5 minutes each. Two photoshoot visits outside the agenda as and if needed.	Month 30 Month 4 - 30

## 6. Profile and Qualifications

### Required Qualifications:

- Minimum 3 years of proven experience in video production, filming, and editing.
- Demonstrated experience working on EU-funded or international development projects.
- Proficiency in editing software (Adobe Premiere Pro, Final Cut Pro, or equivalent)

- Excellent storytelling and creative direction skills.
- Ability to deliver professional-quality outputs under tight deadlines.
- Fluency in Arabic and English (French is a plus).
- Ability to travel to different Lebanese regions and operate during events.

### **Portfolio Requirements:**

Applicants must provide at least **three sample videos** relevant to educational, social, or international cooperation projects.

## **7. Contract Terms**

- **Duration:** From Month 6 to Month 30 of project implementation (January 2026 – January 2028).
- **Compliance:** All materials must follow Interreg NEXT MED visibility and branding guidelines.
- **Contract Type:** This is a consultancy contract, not an employment contract. No employment benefits (such as social security, paid leave, or insurance) are included. The consultant will be responsible for their own taxes, social security, and insurance coverage.
- **Payment Arrangements:** the Consultant will be remunerated on the basis of an agreed daily rate. Payment will be made upon submission of a monthly invoice, supported by a timesheet specifying the number of working days effectively delivered and accepted by Tatweer Baladna.
- **Reporting Line:** The Consultant will report directly to the Project Manager and Communications Manager.

## **8. Application Procedure**

Interested applicants are invited to submit the following documents to [careers@tatweerbaladna.org](mailto:careers@tatweerbaladna.org) with the subject line:

## **“Application for Videographer / Communication Service Provider - DigitalLife4All Project”**

### **Required Documents:**

- Portfolio or sample videos (links or files).
- Company registration certificate or MOF certificate.
- Short motivation letter highlighting relevant experience and available equipment.
- Financial proposal (Hourly rate in EUR).

**Deadline:** Apply by *December 22, 2025, at 1:00 PM (Beirut Time)*

Only shortlisted candidates will be contacted for an interview or clarification.

### **9. Evaluation Criteria**

<b>Criteria</b>	<b>Weight</b>
Quality and relevance of portfolio	40%
Experience in EU or international projects	25%
Technical capacity and creativity	20%

### **10. Equal Opportunity and Compliance**

Tatweer Baladna is an equal opportunity employer committed to zero discrimination and safeguarding principles. This position is funded by the European Union under the Interreg NEXT MED Programme. The views expressed in this document do not necessarily reflect those of the European Union.